

Rep Order# 6837494 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104967 Printed: 08/02/2012 9:12 AM
EC'd Yes Last Received: 07/30/2012 4:01 PM

1 of 2

Station KSNV-TV LAS VEGAS, NV.

Advertiser () DEM. CNG. CMP COMM.

Product Issue ()

Estimate# 1503

Buyer Katie Keuleman

Phone#

Fax#

Showing Buylines: All Lines

Agency () GREAT AMERICAN MEDIA
3050 K ST NW
WASHINGTON, DC 20007
Salesperson () AMY MCCREARY
Agency C/P/J/P2/E 1/14/1503
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —
SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
1	TU-F, M	5A-6A		WAKE UP WITH THE WAGNERS	:30	\$325.00	09/18-09/24	5	1	5	\$1,625.00	
2	TU-F, M	7A-9A		TODAY SHOW	:30	\$1,500.00	09/18-09/24	4	1	4	\$6,000.00	
3	SA	6A-7A		NEWS 3 AT SUNRISE	:30	\$350.00	09/22-09/22	1	1	1	\$350.00	
4	SA	7A-9A		SATURDAY TODAY	:30	\$625.00	09/22-09/22	1	1	1	\$625.00	
5	TU-TH, SU- M	430A-5A		MAKE UP EARLY W/ THE WAGNERS	:30	\$200.00	09/18-09/24	5	1	5	\$1,000.00	
6	TU-F, M	9A-10A		TODAY SHOW II	:30	\$750.00	09/18-09/24	3	1	3	\$2,250.00	
7	TU-F, M	12P-1230P		NEWS 3 AT NOON	:30	\$425.00	09/18-09/24	2	1	2	\$850.00	
8	TU-F, M	1230P-1P		NEWS 4: THE AGENDA	:30	\$325.00	09/18-09/24	3	1	3	\$975.00	
10	TU-F, M	4P-5P		NEWS 4 AT 430P	:30	\$700.00	09/18-09/24	3	1	3	\$2,100.00	
11	TU-F, M	5P-630P		EARLY NEWS	:30	\$1,000.00	09/18-09/24	3	1	3	\$3,000.00	
12	SA	5P-630P		KSNV EARLY NEWS	:30	\$650.00	09/22-09/22	1	1	1	\$650.00	
14	TU-F, M	11P-1135P		NEWS 3 NIGHTSIDE	:30	\$1,100.00	09/18-09/24	1	1	1	\$1,100.00	
15	TU-F, M	1230P-1P		AGENDA	:30	\$325.00	09/18-09/24	1	1	1	\$325.00	
16	TU-F, M	430A-459A		NEWS	:30	\$225.00	09/18-09/24	1	1	1	\$225.00	

Rep Order# 6837494 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104967 Last Received: Printed: 08/02/2012 9:12 AM
FC'd Yes 07/30/2012 4:01 PM

2 of 2

Showing Buylines: All Lines
Station KSNV-TV LAS VEGAS, NV.
Advertiser ()DEM.CNG.CMP COMM.
Product Issue ()
Estimate# 1503
Buyer Katie Keuleman
Phone#
Fax#
LT Ln Day Time Program
--- --- --- --- ---

Agency () GREAT AMERICAN MEDIA
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P/I/P2/E 11/14/1503
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks
Len Rate Dates Spots/Week # o^z Total Spots Total Cost Daypart
--- --- --- --- --- --- --- --- --- --- ---

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

—REPORT TOTALS—
Report Totals: 34 / \$21,075.00

—SALES MONTHLY TOTALS—

Sep 12: 34 / \$21,075.00

Sales Totals: 34 / \$21,075.00

Station Totals: 34 / \$21,075.00

Lines not sent/rclid/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	CATV	KBLR	KINC	KLAS	KSNV	KVVU
\$81,058	0%	0%	0%	30%	26%	20%
XXXX	KINN 20%	KTUD 1%	KVCW 2%	KVMY 1%		
	0%					

—COMPETITIVE COMMENTS—
NEW ORDER
EST SHARES

Books MOV12
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

—CREDIT RISK—
CASH IN ADVANCE